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**PRESS RELEASE – all Media**

## **THE ASCF ENDORSES HIGH PEPTIDE COLOSTRUM MAX**

We are very excited to announce we now have available a new pure high peptide colostrum product that is much cheaper, a much higher quality, more effective and is registered with the TGA as a Listed Medicine, says Bruce Lahey, Honorary Director.

Colostrum Max was specifically researched and designed to fill a gap in the market as most colostrums are sold as a food only and are not listed with the appropriate authorities. Therefore non-listed colostrums cannot make any medical or therapeutic claims. The new pure Colostrum MAX had to be registered as a “Listed Medicine”, be of the highest quality, contain the highest peptide content and represent excellent value for money. It was important the new high peptide Colostrum MAX was not mixed with milk powders, sugar (dextrose/fructose) or other inexpensive fillers in the manufacturing processes, which would have diluted its efficacy and performance, explained Mr Lahey.

It is therefore critically important that the colostrum you drink be a 1st milking, high peptide rich, pure colostrum. Remember, it is the high peptide content that helps modulate your immune function, stimulate cell activity and reduces pain. The following is a list of benefits that demonstrate the efficacy of Colostrum Max, says Mr Lahey.

### **Colostrum MAX Fact Sheet:**

- The best value for your dollar and is economically priced
- Manufactured from “1st milking colostrum” which is collected within 16 hours after birth
- Has the highest peptide content to ensure performance and efficacy
- Consists of only 100% pure colostrum of the highest quality with no sugar or added fillers and milk powders
- Modulating and stimulating effect on the immune system and cell activity
- Processed using the latest techniques under the strictest quality assurance programs.
- Sourced from only selected grass fed dairy cows - rBST FREE (artificial growth hormone)
- Supported by scientific research on humans.
- Received an AUST L number (190135) with the TGA enabling certain claims and therapeutic benefits to be printed on the label and publicly stated
- Has a 20% IgG content in each serving to improve gut function including the ability to fight viruses and bacteria.
- Recommended dosage of either 5gms or 10gms per day dependant on conditions being treated.

Most colostrums on the market today are not sold as 1st milking and therefore do not contain the maximum peptide content essential to support efficacy and performance.

Very few organizations in the world have the ability to collect this "1st milking" colostrum in commercial volumes, including complying with the highest quality assurance standards.

That is why up until the development of Colostrum MAX most colostrums on the market never highlighted their peptide content and only highlighted their IgG content.

The IgG content of colostrum has no effect on the modulating effect of the immune system and cell activity as a high peptide content does. You will notice on the graph on the attached label the dramatic decline in peptide content if colostrum is not collected within the first 16 hours after birth, says Mr Lahey.

The ASCF Medical Advisory Board has sought to find a new stem cell enhancing supplement suitable of playing a key role in the ASCF Prevention Plan, which is primarily a Plan to help healthy people stay that way by utilizing the latest research in stem cell sciences. The Plan also focuses on unwell people who could be considering having a stem cell transplant by assisting them with complimentary actions they can take prior, during and after a transplant so that their health outcomes are maximized. These results albeit for a transplant or the use of stem cell enhancing supplementation are to be documented if the user wishes with the outcomes published at some future date, obviously anonymously. Results to date with stem cell enhancing products have been very encouraging, says Mr Lahey.

The ASCF Charter requires that the Medical Advisory Board has to continually research around the world for new innovations in stem cell sciences, including the lowering of costs of products and services wherever possible. The Foundation has members from all socioeconomic groups and it was critically important that the new Colostrum MAX had to be economically priced to cater for all budgets and represent excellent value for your dollar. It was important to find a manufacturer who would deal direct to reduce prices therefore avoiding having customer prices greatly inflated through some form of marketing commission scheme, which can be the norm these days, says Mr Lahey.

To our knowledge the only place where high peptide colostrum can be collected and manufactured in commercial quantities is in Arizona USA. Other countries like NZ due to seasonal conditions do not have the ability to collect colostrum in commercial quantities within 16 hours after the birthing of the calf. Colostrum Max is treated during manufacture with a proprietary liposome coating to assist in the protection of the colostrum from food acid degradation once it has entered the digestive tract, says Mr Lahey

Colostrum MAX is an immune system balancing supplement along with many other benefits. The key difference between Colostrum MAX and other colostrum products is the presence of a high level of proline-rich polypeptides (PRP's). PRP's have been shown to stimulate an underactive immune system and repress an overactive immune system, bringing the immune system to homeostatic balance. PRP's function as signalling peptides produced by activated macrophages and activated T-cells that control the production of all cytokines, says Mr Lahey.

Colostrum MAX is pure colostrum collected and manufactured from the first 16 hours of milking. It contains no sugars or fillings and is 100% of the volume of the 300gm tub. It contains up to 75% more peptides than regular colostrum because Colostrum MAX is "first milking within 16 hours" compared to regular low peptide colostrum that is collected from 24 hours to 72 hours after birth.

Registered with the ARTG as a **Listed Medicine** this 1st milking, 16 hour, high peptide, pure

colostrum powder has many therapeutic benefits including helping to modulate your immune system, a key function in the fight against any degenerative disease plus the nourishing and stimulating of your cell population and reducing pain. Manufacture is through an independent TGA approved manufacturer and distributor. Colostrum MAX has been endorsed by the Foundation and we received a small donation linked to sales, says Mr Lahey.

If you need any further information about our endorsement of this new first milking, 16 hour high peptide colostrum please e-mail or call and one of our volunteers will assist.. Please also ensure you are familiar with or have downloaded a copy of the ASCF Prevention Plan - <http://www.adultstemcellfoundation.org/prevention-plan.pdf>

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